

## 1. Presentation of scientific ideas – Storyboarding research

2nd edition

The planning of the participants in the event "Presentation of scientific ideas - Storyboarding research" dedicated to young researchers is presented below.

The event is part of the activities dedicated to the MPT Days - 6th edition and will take place in hybrid format.

Date: 14.04.2022, 13.00 -14.00

The event takes place in hybrid format:

- Zoom Link: <https://upt-ro.zoom.us/j/96986032132>
- Address: Remus Street, n0. 14, A0, Timișoara

*Table 1.1. Event participants*

No.	Name	Format	Professor	Time
1	Chincea Rebecca	A0	Prof. Matei TĂMĂȘILĂ	13.00
2	Coroian Alexandra	online	Prof. Larisa IVAȘCU	13.10
3	Timea Cisma	online	Prof. Larisa IVAȘCU	13.20
4	Boatcă Elena	A0	Prof. Anca DRĂGHICI	13.30
5	Ardelean Mihai	A0	Prof. Larisa IVAȘCU	13.40

Zoom Link: <https://upt-ro.zoom.us/j/96986032132>

Please check the functionality of your microphone and camcorder.

# Ergonomic communication in organizations. Overview of the patterns of communication in organizations

## Abstract

This research links organizational communication with ergonomics and proposes a new communication model and is only a part of a comprehensive research in the doctoral thesis and the success of the proposed model is to be tested.

## Literature review

The most important studies on this subject are: Change and Measurement in Applied Ergonomics by Colin C. Drury, The real communication network in organizations by L. Danon et al, Challenges for the New Century in organizational communications by Elizabeth Jones et al.

## Introduction

The first part of the article focuses on the definitions of "organizational communication" and "ergonomics". Defining concepts is the starting point for answering the question "What is the link between organizational communication and ergonomics?". The third analyzes organizational communication, presenting the main types of communication. This part answers the question "What does ergonomic mean from an organizational communication point of view?". In the last part, it is proposed at theoretical level a model of organizational communication to be tested. In order to understand the topic of the article, we have used mixed research methods: documentation on literature, analysis of articles and analogy.

## Results and conclusions

**Most of the organizations in Timisoara consider that the ergonomics of the workplace apply only to objects that employees use. However, the cognitive function of ergonomics can be applied to create a better/new communication network in organizations.**

## Message

**Ergonomics and communication at workplace are concomitant and the succes of the business depends on these two variables**

## SUS Rural - for the support and development of social enterprises in rural areas

### Abstract

The general objective of the SUS Rural project is to strengthen economic and social cohesion in the West region in order to combat poverty and socio-economic integration of people belonging to vulnerable groups.

### Literature review

Urban farming (UF) is an approach derived from sustainability that urges individuals to get involved in cultivation. Urban farming is a solution that can be applied individually or organizationally (Harada et al., 2020; Hume et al., 2021).

The factors that contribute to the adoption of urban farming have positive and negative outcomes. These connotations affect mental and physical perception. This study highlights the factors that need to be addressed to increase food safety, well-being, and health at work. The following are the key elements identified in the research.

### Introduction

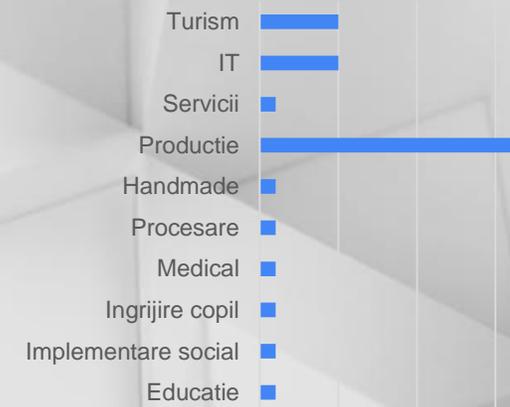
Project objectives:

1. Development of certified skills for a number of 75 people;
2. Creating 105 jobs in social enterprises / social enterprises;
3. Development of an ecosystem of social

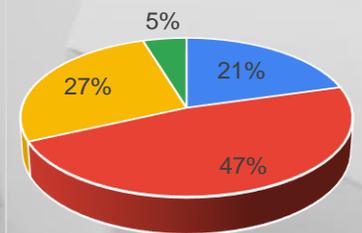
### Results and conclusions

For data collection we used a questionnaire that so far has been completed by several 63 people, 51% from urban areas and 49% from rural areas. With a higher education level of 48% and a master's degree of 28%. The first conclusions show a very good knowledge in the elaboration of a business plan (47%), and the economic sectors of interest are:

În ce sector economic ai dori să dezvolți o afacere?



Cum apreciați cunoștințele pe care le dețineți privind elaborarea unui plan de afaceri?



## Competitiveness and risk management

### Abstract

The idea of this project is to present and understand the importance of competitiveness in the automotive market.

There are some factors that are contributing to the organizational competitiveness .

### Literature review

Studies to date show that companies that focus on quality and promoting their products and services are more competitive than other companies that offers the same products and services.

### Introduction

I decided to do this study because competitiveness is an important factor for a company to stay on the market. I want to analyze the situation for a few companies to see if they have common strategies or a different approach.

### Results and conclusions

This study shows what a company should do and what development directions should be followed to increase the level of organizational competitiveness (products delivered on time, higher quality, starting new projects).

### Image / message



## Evaluation of ergonomic interventions – a proposed framework

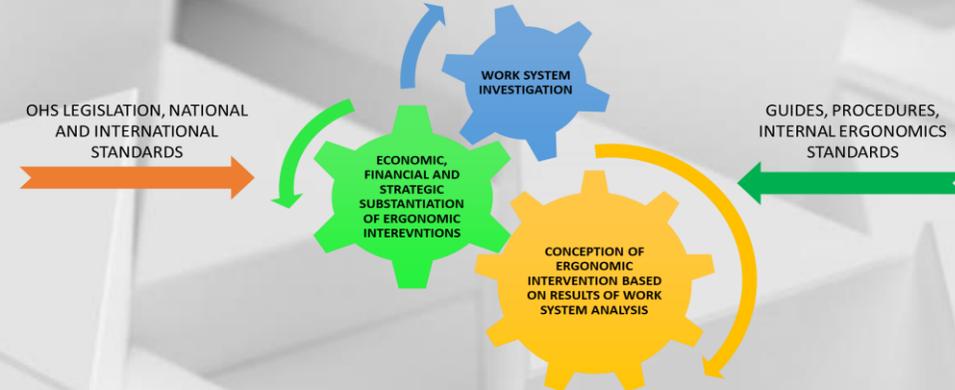
### Abstract

Despite the variety of research regarding ergonomic interventions, there is a major gap between the needs of ergonomists and interests of researchers in the field. The proposed methodology comes as a response to this gap: based on participatory ergonomics, the versatile framework was validated through applicative research.

### Introduction

The study was initiated with identification of methods and instruments to be used in conception and evaluation of ergonomic interventions for reduction of risks regarding postural stress and physical work environment. To support decision regarding implementation of proposed interventions, the framework includes economic, financial and strategic substantiation of the interventions.

### Methodology – Ergonomic Intervention Model



### Results and conclusions

- The framework was successfully applied for conception of ergonomic interventions in two companies operating in Timiș county
- Parameters analysed were: noise, lighting, microclimate, indoor air quality, ergonomic risks; ergonomic interventions were proposed for each risk identified
- Finally, ergonomic interventions were assessed from economic and financial perspective, as well as in term of ergonomics system maturity (strategic perspective)
- The framework was validated as a relevant instrument to support ergonomists' need for an easy-to-use and versatile methodology for identification of workplace risks and conception of relevant ergonomic interventions

# The influence of the culture from Romania on the Circular Economy

## Abstract

This paper aims to present a dataset of a survey on the connection between the culture from Romania and the models of Circular Economy. The research has three main objectives: identifying most common consumer's circular behavior pattern, determining the romanian cultural factors and understanding to what extent do cultural factors influence the consumer choices.

## Introduction

Firstly, the key concepts, "circular economy", "consumer decision" and "culture" are defined. Secondly, the current situation in Romania regarding the circular economy models is described. Following, the data of the survey is analyzed in order to answer the question "How does culture in Romania influence the Circular Economy?". Lastly, the results of the analysis are presented and interpreted.

## Literature review

The most important studies on this topic are: *Towards a Circular Economy: Business Rationale for an Accelerated Transition* by Ellen MacArthur Foundation; *From Sustainable Global Value Chains to Circular Economy – Different Silos, Different Perspectives, but Many Opportunities to Build Bridges* by Hofstetter J. et al; *A new model for testing green consumer behaviour* by Paço A. et al and *Consumption in the Circular Economy: A Literature Review* by Camacho-Otero J.

## Results and conclusions

The consumer's decision is influenced by material, non-material and corporate cultures. The perceptions of the products and services seem to be related to personal values, social status and reference groups. The result will create a consumer profile which is essential in developing circular economy strategies in Romania.

